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## **Abuelo's Brings the Flavor of Mexico to Hampton**

*Abuelo's Opens Third Virginia Restaurant in Hampton, August 19*

LUBBOCK, Texas (August 10, 2010) – Abuelo's, known for its classical Mexican style and top-quality cuisine, will open its first restaurant in Hampton, Va. on Thursday, August 19, 2010. The restaurant, located in the Peninsula Town Center at 2423 McMenamin Street, is Abuelo's third location in Virginia and the company's 40<sup>th</sup> site nationwide. Abuelo's also has locations in Chesapeake at Greenbrier Mall and in Roanoke, Va.

The design of the 6,720-square-foot Abuelo's restaurant, which seats approximately 250 guests and employs a staff of 130, is based on classical Mexican architecture and artistic influences. The restaurant's interior features hand-painted murals depicting Mexico's rich and colorful history, as well as imported stonework and statues that are hand-carved by artists in the villages around Guadalajara, Mexico. The restaurant's main dining area features an open-air courtyard atmosphere and the exterior finishes include cantera stone trim.

"We designed Abuelo's to have a gracious, yet friendly environment that's compatible with our authentic, creative dishes," said Bryan Vernon, general manager of Abuelo's Hampton. "We are very pleased to bring our unique Mexican concept to Hampton and we look forward to being an active part of the community."

As part of its grand opening, Abuelo's will donate proceeds from its pre-opening training services, which will be held August 15-17, to the Volunteer Center of the Virginia Peninsula.

Abuelo's, which blends the best of Mexico through art and fine dining, is famous for its creative, made-from-scratch Mexican cuisine, superior service and affordable prices. Abuelo's menu selections combine authentic standards with the rich, subtle flavors of coastal and interior Mexican cuisine. Abuelo's House Specialties, which combine beef tenderloin, shrimp, mahi mahi, salmon and other top-quality ingredients with unique, homemade sauces and side dishes, have earned a reputation for "raising the bar" of Mexican food restaurants. The menu also features an impressive selection of wood-grilled fajitas, enchiladas, tacos, chile rellenos, quesadillas, chimichangas and tamales. Desserts include Abuelo's award-winning traditional Mexican flan and margarita pie with tequila cream sauce, among others.

“Our theme is ‘beyond Tex-Mex,’” added Robert Lin, president of Food Concepts International, Abuelo’s parent company. “At Abuelo’s, our goal is to offer our guests an opportunity to experience the diverse and distinct flavors of Mexico in a beautiful setting with superior service at a great value. In interior and coastal Mexico, the cuisine is really Continental with Spanish, French and Italian influences. We want our customers to be able to experience that aspect of Mexican cuisine in addition to more traditional fare.”

Meals at Abuelo’s are reasonably priced, with an average dinner cost of \$10 to \$14 and lunch costs of \$6 to \$8. All major credit cards are accepted. Restaurant hours are Sunday through Thursday from 11 a.m. to 10 p.m., and Fridays and Saturday from 11 a.m. to 11 p.m. For more information, call (757) 224-5340.

### **About Abuelo’s**

Since its first opening in 1989, Abuelo’s has continually been on the leading edge of menu creativity, combining consistency in food quality, colorful plate presentations, superior service and an impressive Mexican courtyard-themed atmosphere. Abuelo’s restaurants, which were recently listed in *Restaurants & Institutions’* “Top 400 Sales Growth Leaders” annual ranking and in *Chain Leader* magazine’s “Top 50 Chains Under 50 Units” listing, are owned and operated by Food Concepts International of Lubbock, Texas. Abuelo’s was also ranked as one of the top chain restaurants in America, the top-ranked Mexican food restaurant and highlighted as one of five restaurant chains offering the best meals under \$20 by a leading national consumer rating magazine. Abuelo’s currently has 40 locations in 15 states. More information and a listing of restaurant locations are available at [www.abuelos.com](http://www.abuelos.com).

### **About The Volunteer Center of the Virginia Peninsula**

For over 50 years, The Volunteer Center of the Virginia Peninsula has served as the central clearinghouse for volunteer opportunities where nonprofits, schools and local governments get skilled volunteers to help with 172 local nonprofits, schools and government programs throughout the Peninsula. The Volunteer Center works hand-in-hand with other organizations such as, the Local Food and Shelter Board (FEMA), VOAD committee and EOC disaster coordinators, SafeAssured ID Program and The National Center for Missing & Exploited Children. Senior sensitivity training is also offered through the Volunteer Center to show agencies and businesses how older customers may be experiencing life’s challenges of aging. The Volunteer Center promotes youth volunteerism through coordination with local schools, nonprofit youth programs and communities of faith. This year the Center was chosen as a lead agency for Global Youth Service Day. For more information, please contact The Volunteer Center of the Virginia Peninsula at 757.262.0190, or visit [www.volunteerpeninsula.org](http://www.volunteerpeninsula.org).